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Part two: biennial programme plan

Programme 24
Public information

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Overall orientation

24.1 The Department of Public Information is dedicated to communicating to the world the ideals and work of the United Nations; to interacting and partnering with diverse audiences; and to building support for the purposes and principles enshrined in the Charter of the United Nations. In line with that mission, the Department creates and implements communications strategies; engages local audiences worldwide through its network of United Nations information centres; produces, promotes and delivers news and media products and services in all six official languages; and initiates and expands partnerships, outreach and knowledge-sharing.

24.2 The mandate of the Department, contained in General Assembly resolution 13 (I), is guided by the priorities established by the Assembly and its subsidiary body, the Committee on Information, through the resolutions of the Assembly on questions relating to information, the most recent of which are resolutions 70/93 A and B.

24.3 The Department seeks to promote global awareness and enhanced understanding of the work and issues of the United Nations by providing accurate, impartial, comprehensive, balanced, coherent, timely and relevant information. To that end, the Department will focus on priority themes, with a regional focus on Africa, in support of the three pillars of the Organization's work (development; peace and security; and human rights), drawing on guidance from the 2030 Agenda for Sustainable Development. Within those three pillars, the Department will seek to underscore the Secretary-General's emphasis on delivering results, on accountability and on gender equality and the empowerment of women, while addressing global challenges for the common good and fully complying with the mandates given by Member States.

24.4 The Department works to deliver effective and targeted information programmes on key areas, including for United Nations conferences and observances. It seeks to reach and engage audiences worldwide to encourage support for the Organization and its objectives. The Department also emphasizes the importance of multilingualism and the equality of the six official languages of the United Nations.

24.5 To accomplish its mission, the Department takes the following core approaches in its work: strategic working relationships with the substantive departments and offices of the Secretariat and organizations of the United Nations system; enhanced use of the latest information and communications technologies in both traditional and new media in order to deliver information directly and instantaneously worldwide; and the promotion of multilingualism and the parity of all six official languages in the preparation of news and communications products. The Department also provides information services to delegates and staff through the Dag Hammarskjöld Library and promotes knowledge-sharing and internal communication by way of iSeek, the United Nations intranet.

Subprogramme 1
Strategic communications services

Objective of the Organization: To achieve an informed understanding of the work and purposes of the United Nations

Expected accomplishments of the Secretariat	*Indicators of achievement*
(a) Improved quality of media coverage on priorities given by Member States	Increased percentage of articles in key media that contain strategic communications messages promoted by the Department of Public Information
(b) Improved direct engagement of global audiences to amplify messages on priority themes	Increased number of end users directly engaged through social media overall and per official language
(c) Improved understanding of and support for the United Nations at the local level through the work carried out by the United Nations information centres	(i) Higher percentage of target audiences among local populations indicating improved understanding and support
	(ii) Increased number of users of the websites of the United Nations information centres
	(iii) Increased number of information materials and United Nations publications available in official United Nations languages as well as other languages

Strategy

24.6 The subprogramme will be implemented by the Strategic Communications Division, which consists of the Communications Campaigns Service and the Information Centres Service, including the network of United Nations information centres.

24.7 The objective will be accomplished by developing focused communications guidance and messages through the integration of campaigns and messages between Headquarters and the network of United Nations information centres and through improved integration with other departments and offices and the respective information components of United Nations agencies, funds and programmes. At the national level, the information centres will continue to integrate their work with the strategic and communications priorities of United Nations resident coordinators and country teams, while benefiting from thorough, timely and targeted information provided by the subprogramme's offices concerned with development, peace and security and human rights issues. Specially designated information centres will assist other centres in their respective regions in sharing expertise and resources and in developing messages and communications campaigns tailored to regional or subregional needs, taking into account the linguistic dimension of target audiences. The United Nations Communications Group will enhance the coordination of communications activities between the Department and the wider United Nations system through inter-agency task forces, including United Nations communications

groups at the country and regional levels, to harmonize communications on priority issues.

24.8 In order to enhance public understanding of the objectives and activities of the Organization, information products will be created in all six official languages and in other languages. Strategic media outreach activities will include press conferences and interviews with senior officials. Websites in official and other languages will be maintained and strengthened. Social media platforms will be used at Headquarters and, when appropriate, at the country and regional levels.

24.9 Operational support and strategic communications advice will continue to be provided to the information components of United Nations peacekeeping missions and special political missions, as appropriate.

Subprogramme 2
News services

Objective of the Organization: To achieve an informed understanding of the work and purposes of the United Nations

Expected accomplishments of the Secretariat	*Indicators of achievement*
(a) Increased end use of news products and news services as the authoritative and trusted source of reporting on the work of the United Nations	(i) Increased number of media using multimedia United Nations news products
	(ii) Increased number of online users, including Governments, members of civil society and educators, of United Nations news and information products, overall and per official language
	(iii) Increased number of engaged end users on audiovisual social media platforms, overall and per official language
(b) Relevance of daily meeting-coverage press releases, television packages, photos and other information products	Timely access by news organizations and other users to news products of the Department of Public Information

Strategy

24.10 The subprogramme will be implemented primarily by the News and Media Division, supported by the Office of the Spokesperson for the Secretary-General and by the network of United Nations information centres.

24.11 The objective will be accomplished through the timely production and delivery of accurate, balanced and, where feasible, customized news and information materials (text, audiovisual and photo) and services to the media and other consumers, including through the use of the newest web-based and mobile distribution platforms, with an overall emphasis on multilingualism from the planning stage. Multilingualism will remain a strong focus, with increased production of original news products in all official and non-official languages, by

the reordering of priorities, if necessary, with the aim of reaching wider audiences around the world through strengthened partnerships with broadcast organizations and other media outlets. Working with the media in developing countries will continue to be a priority.

24.12 Evolving information technologies will enable the subprogramme to improve global access to its products at all times by broadening the range of options available to audiences, from traditional to social media, subject to local technical considerations. Capitalizing on new and emerging technologies, an integrated approach will be pursued to the production and delivery of multimedia content, including directly to users, across a diverse range of platforms. The efforts will range from traditional media to the latest digital channels, allowing for more strategic cross-promotion and optimization of content as well as providing comprehensive coverage and timely access to background material and other related content produced in all six official languages.

24.13 The subprogramme will continue to take advantage of new technologies to produce relevant content and to distribute its products in a timely manner. To ensure quality and to strengthen multilingualism, the Department will continue to explore the consolidation of workflow operations according to language, skills and outputs, enabling it to better adapt to the evolving media landscape.

Subprogramme 3
Outreach and knowledge services

Objective of the Organization: To achieve an informed understanding of the work and purposes of the United Nations

Expected accomplishments of the Secretariat	*Indicators of achievement*
(a) Increased understanding of and support for the work and ideals of the United Nations through effective engagement and partnerships	(i) Increased number of non-governmental organizations formally associated with the Department of Public Information
	(ii) Increased number of academic institutions working in partnership with the Department of Public Information
	(iii) Increased number of target audiences reached through special events and other activities
(b) Increased usage of knowledge services for delegates, staff, and the general public	(i) Increased number of users of the Dag Hammarskjöld Library services
	(ii) Increased number of end users of publications and other outreach products available in print and electronic formats
	(iii) Increased usage of the United Nations intranet, iSeek, by staff members and increased usage of deleGATE by Member States

Strategy

24.14 The subprogramme will be implemented by the Outreach Division, which includes the following sections: Knowledge Solutions and Design; NGO Relations and Advocacy; Education Outreach; Publications and Editorial; United Nations Publications Sales; Visitors' Services; and the Dag Hammarskjöld Library. It will also be implemented through the United Nations Academic Impact initiative, the secretariats of the Publications Board and the Exhibits Committee, and the liaison function with respect to the Committee on Information and the Special Political and Decolonization Committee (Fourth Committee).

24.15 Through the subprogramme, the Division will work to enhance the understanding of the United Nations both by producing information products, such as publications, exhibits and graphic designs, and by organizing briefings, speaking engagements, guided tours and special events. By collaborating with partners, including Member States, the United Nations system, civil society, academia, the creative community and the private sector, the Division will continue to enrich the array of activities that it undertakes and extend the reach of United Nations messages. Social media will continue to be used as a potent multiplier for United Nations messaging.

24.16 To reach a broader segment of the global public, the Division will continue to develop new constituencies, including institutions of higher education and research, through the United Nations Academic Impact initiative. In addition, it will develop partnerships with the film, television and entertainment industries through the Creative Community Outreach Initiative. The Division will support the organization of Model United Nations conferences around the world and develop new initiatives to engage youth, drawing on the advocacy efforts of the Envoy of the Secretary-General on Youth. A concerted effort will be made to broaden the geographical and demographic diversity of the Division's sphere of partners.

24.17 The Dag Hammarskjöld Library will seek to increase the value of its services, particularly to Member States. The Library will pursue the streamlining and automation of service processes, increasing analytical capacity and adding value for client groups. It will enhance its online library services through continued digitization and cataloguing and by providing access to historical documents and improving the user experience.

24.18 The objective of the subprogramme also entails facilitating access to and the exchange of information within the United Nations. Enhancing internal communications through iSeek and the availability of information to Member States through deleGATE will be a key factor in generating support for important initiatives and increasing knowledge-sharing.

Legislative mandates

General Assembly resolutions

13 (I)	Organization of the Secretariat
168 (II)	United Nations Day
423 (V)	Human Rights Day
32/40 B	Question of Palestine (initial request for information support)
35/201	Annual Reham Al-Farra Memorial Journalists' Fellowship Programme
36/67	International Year of Peace and International Day of Peace
54/134	International Day for the Elimination of Violence against Women
57/7	Final review and appraisal of the United Nations New Agenda for the Development of Africa in the 1990s and support for the New Partnership for Africa's Development
57/129	International Day of United Nations Peacekeepers
60/7	Holocaust remembrance (establishment of outreach programme)
60/225	Assistance to survivors of the 1994 genocide in Rwanda, particularly orphans, widows and victims of sexual violence (establishment of outreach programme)
62/122	Permanent memorial to and remembrance of the victims of slavery and the transatlantic slave trade (establishment of outreach programme)
64/13	Nelson Mandela International Day
68/151	Global efforts for the total elimination of racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action
69/71	United Nations Disarmament Information Programme
69/324	Multilingualism
69/151	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
70/1	Transforming our world: the 2030 Agenda for Sustainable Development
70/20	Follow-up to the Declaration and Programme of Action on a Culture of Peace

70/93 A	Questions relating to information: information in the service of humanity
70/93 B	Questions relating to information: United Nations public information policies and activities
70/103	Dissemination of information on decolonization